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STATE

DATA BOOK

TOURIST SURVEY

1963 - 1964

ROADSIDE PHASES

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PREPARED BY THE

MONTANA STATE HIGHWAY COMMISSION

PLANNING SURVEY SECTION

IN COOPERATION WITH THE

U S DEPARTMENT OF TRANSPORTATION

FEDERAL HIGHWAY ADMINISTRATION

BUREAU OF PUBLIC ROADS

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BUREAU OF PUBLIC ROADS

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TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

STATION BY NUMBER OF PARTIES, TOTAL PERSONS AND PERSONS PER PARTY

STATION LOCATION	Parties Number	Parties %	Persons Number	Persons %	Persons Per Party
US 2 near Troy	42,267	5.47	126,611	5.52	3.0
US 10A near Noxon	33,814	4.37	102,568	4.47	3.0
US 10 near Haugan	85,287	11.03	246,607	10.76	2.9
US 93 near Darby	26,863	3.47	75,705	3.30	2.8
US 91 near Lima	41,704	5.39	110,461	4.82	2.7
US 191 near West Yellowstone	79,087	10.23	264,317	11.53	3.3
US 89 near Gardiner	59,362	7.68	197,998	8.64	3.3
US 212-310 near Rockvale	44,897	5.81	133,941	5.84	3.0
US 87 near Crow Agency	59,550	7.70	176,399	7.70	3.0
US 12 near Baker	43,395	5.61	119,853	5.23	2.8
US 10 near Wibaux	50,533	6.53	126,429	5.52	2.5
US 2 near Culbertson	31,560	4.08	75,331	3.29	2.4
US 91 near Sweetgrass	31,935	4.13	91,267	3.98	2.9
US 89 near Babb	48,281	6.23	157,435	6.87	3.3
Other points - not interviewed	94,900	12.27	287,234	12.53	3.0
ALL STATIONS	773,435	100.00	2,292,154	100.00	3.0

TABLE 1-2-OB

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

STATION BY NUMBER OF PARTIES, TOTAL NIGHTS OF STAY, NIGHTS PER PARTY, MILES OF TRAVEL AND TRAVEL PER PARTY

STATION LOCATION	Parties		Nights of Stay		Nights Per Party	Travel or Mil Miles of Tra el	
	Number	%	Number	%		Number	%
US 2 near Troy	42,267	5.47	147,351	4.84	3.5	22,341,145	[illegible]
US 10A near Noxon	33,814	4.37	185,066	6.08	5.5	15,040,439	4.03
US 10 near Haugan	85,287	11.03	238,957	7.85	2.8	42,868,913	11.[illegible]
US 93 near Darby	26,863	3.47	126,256	4.15	4.7	10,421,571	2.8[illegible]
US 91 near Lima	41,704	5.39	247,392	8.12	5.9	15,[illegible]1,216	[illegible].3[illegible]
US 191 near W. Yellowstone	79,087	10.23	325,301	10.68	4.1	28,236,914	7.6[illegible]
US 89 near Gardiner	59,362	7.68	177,140	5.82	3.0	25,45[illegible],933	6.[illegible]
US 212-310 near Rockvale	44,897	5.81	225,089	7.39	5.0	19,119,402	5.1[illegible]
US 87 near Crow Agency	59,550	7.70	284,795	9.35	4.8	33,[illegible],770	[illegible].0[illegible]
US 12 near Baker	43,395	5.61	171,275	5.62	4.0	23,543,319	6.3[illegible]
US 10 near Wibaux	50,533	6.53	185,351	6.09	3.7	28,020,[illegible]	[illegible]
US 12 near Culbertson	31,560	4.08	87,354	2.87	2.8	16,241,113	4.4[illegible]
US 91 near Sweetgrass	31,935	4.13	66,875	2.20	2.1	13,535,832	3.6[illegible]
US 89 near Babb	48,281	6.23	184,950	6.07	3.8	25,864,485	6.[illegible]
Other points - not interviewed	94,900	12.27	392,016	12.87	4.1	48,748,712	13.2[illegible]
ALL STATIONS	773,435	100.00	3,045,168	100.00	3.9	3[illegible]8,706,515	100.0[illegible]

TABLE 1-3-OB

ROADSIDE PHASE - OUTBOUND MOTORISTS

STATION BY PERCENTAGE OF PARTIES
TRAVELING BY TRIP PURPOSE

STATION LOCATION	TRIP PURPOSE						
	Pleasure or Vacation	Business Only	Business and Pleasure	Visiting Friends or Relatives	Moving	Other Personal Affairs	Other
US 2 near Troy	3.66	1.15	0.07	0.17	0.20	0.02	0.20
US 10A near Noxon	2.79	0.97	0.19	0.19	0.03	0.03	0.17
US 10 near Haugan	7.68	1.43	0.66	0.48	0.51	0.06	0.19
US 93 near Darby	2.35	0.62	0.24	0.22	0.02	0.02	---
US 91 near Lima	3.67	0.75	0.39	0.39	0.15	0.02	0.07
US 191 near W. Yellowstone	8.77	0.58	0.49	0.17	0.15	0.03	0.04
US 89 near Gardiner	6.83	0.19	0.34	0.10	0.15	0.05	0.02
US 212-310 near Rockvale	4.28	0.90	0.32	0.06	0.15	0.05	0.05
US 87 near Crow Agency	5.68	1.21	0.32	0.17	0.29	0.03	---
US 12 near Baker	3.38	1.24	0.22	0.36	0.22	0.17	0.02
US 10 near Wibaux	4.20	1.51	0.15	0.19	0.27	0.17	0.04
US 2 near Culbertson	2.45	1.14	0.12	0.15	0.10	0.10	0.02
US 91 near Sweetgrass	2.79	0.44	0.27	0.29	0.22	0.05	0.07
US 89 near Babb	5.84	0.05	0.10	0.19	0.05	---	---
Other points - not interviewed	8.93	1.72	0.52	0.47	0.29	0.08	0.26
ALL STATIONS	73.30	13.90	4.40	3.60	2.80	0.50	1.10
NUMBER OF PARTIES	566,928	107,507	34,031	27,844	21,656	3,861	8,50

TABLE 1-4-OB

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

STATION BY PERCENTAGE OF PARTIES
WITH VISIBLE CAMPING EQUIPMENT

STATION LOCATION	VISIBLE CAMPING EQUIPMENT					
	House Trailer	Truck Camper	Camping Trailer	Camping Back	None	All Tr[illegible]
US 2 near Troy	3.13	4.4[illegible]	0.8[illegible]	----	91.[illegible]	10[illegible]
US 10A near Noxon	1.67	0.5[illegible]	0.5[illegible]	----	97.[illegible]	10[illegible]
US 10 near Haugan	0.66	0.88	1.98	0.66	95.8[illegible]	10[illegible]
US 93 near Darby	0.70	2.80	1.40	----	95.10	10[illegible]
US 91 near Lima	0.45	3.15	0.90	----	95.50	10[illegible]
US 191 near W. Yellowstone	0.71	3.80	1.66	1.[illegible]	[illegible].17	10[illegible]
US 89 near Gardiner	0.95	5.38	4.11	1.[illegible]	88.[illegible]	10[illegible]
US 212-310 near Rockvale	----	1.67	0.42	----	97.91	10[illegible]
US 87 near Crow Agency	0.63	2.84	1.58	1.[illegible]	[illegible]	10[illegible]
US 12 near Baker	0.43	0.87	----	0.87	[illegible]	10[illegible]
US 10 near Wibaux	0.74	1.4[illegible]	1.12	1.8[illegible]	[illegible]	10[illegible]
US 2 near Culbertson	----	0.60	1.1[illegible]	----	[illegible].21	10[illegible]
US 91 near Sweetgrass	2.94	0.59	0.59	0.59	[illegible]	10[illegible]
US 89 near Babb	7.00	1.05	3.11	2.33	85.61	10[illegible]
Other points - not interviewed	----	----	----	----	-----	---
ALL STATIONS	1.36	2.35	1.55	0.[illegible]	93.80	10[illegible]

TABLE 2-1-OB

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TRIP PURPOSE BY NUMBER OF PARTIES, TOTAL PERSONS AND PERSONS PER PARTY

TRIP PURPOSE	Parties		Persons		Persons Per Party
	Number	%	Number	%	
Pleasure or vacation	566,928	73.30	1,814,170	79.15	3.[illegible]
Business only	107,507	13.90	193,513	8.44	1.[illegible]
Business and pleasure	34,031	4.40	91,884	4.01	2.[illegible]
Visiting friends or relatives	27,844	3.60	83,532	3.64	3.[illegible]
Moving	21,656	2.80	62,802	2.74	2.[illegible]
Other personal affairs	6,961	0.90	18,795	0.82	2.[illegible]
Other	8,508	1.10	27,458	1.20	2.[illegible]
ALL PURPOSES	773,435	100.00	2,292,154	100.00	3.[illegible]

TABLE 2-2-0B

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TRIP PURPOSE BY NUMBER OF PARTIES, TOTAL NIGHTS OF STAY, NIGHTS PER PARTY, MILES OF TRAVEL AND TRAVEL PER PARTY IN MONTANA

Trip Purpose	Parties		Nights of Stay		Nights Per Party	Miles
	Number	%	Number	%		Number
Pleasure or vacation	566,928	73.30	2,154,326	70.74	3.8	281,763
Business only	107,507	13.90	451,529	14.83	4.2	43,325
Business and pleasure	34,031	4.40	149,736	4.92	4.4	14,008
Visiting friends or relatives	27,844	3.60	111,376	3.66	4.0	10,719
Moving	21,656	2.80	75,796	2.49	3.5	11,780
Other personal affairs	6,961	0.90	32,717	1.07	4.7	3,174
Other	8,508	1.10	69,688	2.29	8.2	3,854
All purposes	773,435	100.00	3,045,168	100.00	3.9	368,70[illegible]

Remarks: Miles traveled per party includes only travel on main highways.

TABLE 2-3-0B

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASES - OUTBOUND MOTORISTS

TRIP PURPOSE BY PERCENTAGE OF PARTIES
USING VARIOUS TYPES OF LODGING

Trip Purpose	Type of Lodging - Percentage Distribution						
	Motel	Hotel	Tourist Rooms	Camping	Friends	Relatives	Trailer Houses
Pleasure or vacation	36.03	2.13	0.41	11.12	3.01	9.35	2.05
Business only	7.44	1.47	0.14	0.28	0.36	0.[illegible]2	0.03
Business and pleasure	2.29	0.28	0.03	0.42	0.17	0.33	0.11
Visiting friends or relatives	1.08	0.19	----	0.06	0.22	1.55	----
Moving	1.76	0.08	----	0.25	0.03	0.23	----
Other personal affairs	0.33	0.03	----	0.03	0.11	0.16	0.05
Other	0.46	0.06	----	0.11	0.03	0.04	----
ALL PURPOSES	51.39	4.24	0.58	12.27	3.73	12.57	2.24
No. of parties	397,468	32,794	4,486	94,900	30,3[illegible]	97,[illegible]21	17,325
% of party-nights	37.12	5.08	1.08	11.[illegible]	6.02	33.40	3.52
No. of party-nights	1,130,366	154,086	32,888	355,980	183,319	712,569	107,1[illegible]

TABLE 2-4-OB

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TRIP PURPOSE BY PARTY-NIGHTS, ESTIMATED EXPENDITURES PER DAY AND ESTIMATED TOTAL EXPENDITURES

Trip Purpose	Party Nights	Estimated Expenditures Per day for All Items 1/	Estimated Total Expenditures
Pleasure or vacation	2,154,326	$24.63	$53,061,049
Business only	451,529	27.73	12,520,899
Business and pleasure	149,736	25.21	3,774,845
Visiting friends and relatives	111,376	18.30	2,038,181
Moving	75,796	15.03	1,139,214
Other personal affairs	32,717	12.86	420,741
Other	69,688	5.90	411,159
ALL PURPOSES	3,045,168	$24.10	$73,366,038

1/ Computed from estimated total expenditures in State divided by reported nights of stay.

2/ Average of reported estimated expenditures for previous day for meals and lodging.

TABLE 2-5-3B

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TRIP PURPOSE BY ATTRACTION TO MONTANA

	Principal Attraction to Montana - Percentage						
Trip Purpose	Advertising	Business	Friends & Relatives	Passing Through	Previous Visit	Other	Not Report
Pleasure or vacation	2.[illegible]0	1.29	30.25	41.75	8.[illegible]9	9.[illegible]0	5.[illegible]
Business only	----	72.60	4.33	10.58	2.40	3.3[illegible]	[illegible].7
Business and pleasure	3.95	35.53	14.47	27.63	[illegible].21	7.8[illegible]	1.[illegible]
Visiting friends or relatives	----	7.[illegible]9	55.3[illegible]	21.54	3.0[illegible]	3.00	[illegible]
Moving	----	6.67	13.33	62.22	----	11.11	[illegible]
Other personal affairs	----	14.28	28.57	42.8[illegible]	----	----	14.2
Other	----	----	30.77	53.85	7.[illegible]	7.[illegible]	---
ALL PURPOSES	2.34	12.26	26.80	37.08	[illegible].39	8.65	5.[illegible]

TABLE 2-6-63

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TRIP PURPOSE BY DURATION OF TOTAL TRIP, NIGHTS IN MONTANA AND PROPORTION OF TOTAL TRIP TO NIGHTS IN MONTANA

Trip Purpose	Total Trip Duration	Nights In Montana	Percentage of Trip In Montana
Pleasure or vacation	20.6	3.6	18.44
Business only	15.9	4.2	26.41
Business and pleasure	23.5	4.4	18.72
Visiting friends or relatives	24.6	4.0	16.26
Moving	33.7	3.5	10.38
Other personal affairs	21.1	4.7	22.27
Other	13.7	8.2	59.85
ALL PURPOSES	20.3	3.9	19.21

TABLE 2-7-0B

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TRIP PURPOSE BY USE OF CAMPGROUNDS
AND VISIBLE CAMPING EQUIPMENT

Trip Purpose	Use Campgrounds - %			Visible Camping Equipment			
	Yes	No	Not Reported	House Trailer	Truck Camper	Camping Trailer	Camping Bank
Pleasure or vacation	44.57	52.91	1.52	1.81	2.68	1.93	1.09
Business only	6.39	92.47	7.59	----	1.00	0.20	----
Business and pleasure	36.48	61.63	1.89	----	1.26	1.26	2.52
Visiting friends or relatives	16.92	82.31	0.77	----	0.77	----	----
Moving	24.51	73.53	1.96	----	1.96	0.98	0.98
Other personal affairs	24.24	72.73	3.03	3.03	3.03	3.03	----
Other	27.03	62.16	10.81	----	8.11	----	----
ALL PURPOSES	36.99	60.68	2.33	1.36	2.35	1.55	0.94

Table 2-6-OB

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TRIP PURPOSE BY SEASONAL DISTRIBUTION

Trip Purpose	Seasonal Percentage			
	Dec. to May	June to August	Sept. to Nov.	Mar
Pleasure or vacation	36.83	84.67	62.90	73.3
Business only	40.52	5.36	22.44	13.[illegible]
Business and pleasure	6.63	3.62	5.28	4.[illegible]
Visiting friends and relatives	10.31	2.68	1.47	[illegible]
Moving	2.76	2.01	5.72	2.[illegible]
Other personal affairs	1.47	0.71	1.17	0.[illegible]
Other	1.48	0.93	1.02	1.1
ALL PURPOSES	100.00	100.00	100.00	100.0

TABLE 3-1-03

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TYPE OF LODGING BY NUMBER OF PARTIES
TOTAL PERSONS AND PERSONS PER PARTY

Type of Lodging	Parties		Persons		Persons Per Party
	Number	%	Number	%	
Motel	397,468	51.39	1,126,918	49.16	2.8
Hotel	32,794	4.24	71,899	3.14	2.2
Tourist Rooms	4,486	0.58	11,840	0.52	2.6
Camping	94,900	12.27	339,044	14.79	3.6
Friends	30,396	3.93	81,586	3.56	2.7
Relatives	97,221	12.57	316,011	13.79	3.2
Trailer House	17,325	2.24	60,490	2.64	3.5
Other	98,845	12.78	284,366	12.40	2.9
ALL TYPES	773,435	100.00	2,292,154	100.00	3.0

TABLE 3-2-OB

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TYPES OF LODGING BY NUMBER OF PARTIES, TOTAL NIGHTS OF STAY, NIGHTS PER PARTY AND TRAVEL PER PARTY IN MONTANA

Type of Lodging	Parties		Nights of Stay		Nights Per Party	Miles of Travel	
	Number	%	Number	%		Miles	%
Motel	397,468	51.39	1,130,366	37.12	2.8	204,533,933	[illegible]
Hotel	32,794	4.24	154,086	5.06	4.7	16,153,237	4.38
Tourist Rooms	4,486	0.58	32,888	1.08	7.3	2,667,754	0.72
Camping	94,900	12.27	355,930	11.69	3.8	47,0[illegible],[illegible]32	12.[illegible]
Friends	30,396	3.93	183,319	6.02	6.0	12,628,873	3.43
Relatives	97,221	12.57	712,56[illegible]	23.40	7.3	43,[illegible],18[illegible]	11.[illegible]
Trailer House	17,325	2.24	107,150	3.52	6.2	8,342,[illegible]	2.[illegible]
Other	98,845	12.78	368,770	12.11	3.7	33,744,[illegible]	[illegible].19
ALL TYPES	773,435	100.00	3,045,168	100.00	3.[illegible]	368,706,51[illegible]	100.00

Remarks: Mileage traveled includes only travel on main highways.

TABLE 3-3-OB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TYPE OF LODGING BY PARTY-NIGHTS, ESTIMATED EXPENDITURES PER DAY AND ESTIMATED TOTAL EXPENDITURES

Type of Lodging	Party Nights	Expenditures Per Day for All Items 1/	Estimated Total Expenditures	Estim Exper Per D Meals
Motel	1,130,366	$31.22	$35,[illegible]0,027	$2
Hotel	154,086	24.33	3,748,[illegible]12	1
Tourist Rooms	32,888	7.17	235,807	1
Camping	355,980	13.28	4,727,414	1
Friends	183,319	17.32	3,1[illegible]5,085	1
Relatives	712,569	16.78	11,95[illegible],408	
Trailer House	107,190	12.47	1,336,[illegible]59	1
Other	368,770	34.97	12,895,[illegible]76	2
ALL TYPES	3,045,168	$24.10	$73,3[illegible],[illegible]8	$1

1/ Computed from estimated total expenditures in State divided by reported nights of stay.

2/ Average of reported estimated expenditures for previous day for meals and lodging.

TABLE 3-4-OB

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TYPE OF LODGING BY DURATION OF TOTAL TRIP, NIGHTS IN MONTANA AND PROPORTION OF TOTAL TRIP TO NIGHTS IN MONTANA

Type of Lodging	Total Trip Duration	Nights In Montana	Percentage of Trip In Montana
Motel	20.5	2.8	13.65
Hotel	18.2	4.7	25.82
Tourist Rooms	29.0	7.3	25.17
Camping	24.7	3.8	15.38
Friends	19.4	6.0	30.93
Relatives	17.2	7.3	42.44
Trailer House	29.8	6.2	20.80
Other	17.0	3.7	21.76
ALL TYPES	20.3	3.9	19.21

TABLE 3-5-OB

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TYPE OF LODGING BY CAMPGROUND USE
AND VISIBLE CAMPING EQUIPMENT

Type of Lodging	Campground Use - %			Visible Camping Equipment -				
	Yes	No	Not Reported	House Trailer	Truck Camper	Camping Trailer	Camping Bed	[illegible]
Motel	29.31	68.86	1.83	0.38	0.22	0.32	0.11	
Hotel	15.03	84.31	0.66	----	0.65	----	----	[illegible]
Tourist Rooms	19.05	80.95	----	----	----	----	----	1[illegible]
Camping	85.55	12.42	2.03	2.48	15.12	8.58	6.10	[illegible]
Friends	26.06	71.83	2.11	----	1.41	----	----	
Relatives	28.42	69.16	2.42	0.22	0.44	0.44	0.22	
Trailer House	81.48	16.06	2.46	81.48	8.17	7.88	2.47	[illegible]
Other	33.33	61.47	5.20	----	0.86	0.43	0.43	
ALL TYPES	36.99	60.68	2.33	1.36	2.35	1.55	0.84	

TABLE 3-6-0B

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TYPE OF LODGING USED BY SEASON

Type of Lodging	Seasonal Percentage			
	Dec. to May	June to August	Sept. to Nov.	Year
Motel	50.65	50.78	54.11	51.3[illegible]
Hotel	6.81	3.31	5.43	4.24
Tourist Rooms	0.18	0.50	1.17	0.58
Camping	2.58	16.0[illegible]	6.60	11.27
Friends	5.16	3.48	4.55	3.[illegible]
Relatives	12.89	11.44	1[illegible].27	12.97
Trailer House	0.74	2.47	0.[illegible]	1.74
Other	20.99	11.43	10.[illegible]	17.[illegible]
ALL TYPES	100.00	100.00	100.00	100.00

TABLE 4-1-OB

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

PARTY SIZE BY NUMBER OF PARTIES, NIGHTS IN MONTANA, PARTY DAYS,

MILES OF TRAVEL IN MONTANA AND TOTAL TRIP DURATION

Party Size	Parties		Nights In Montana	Party Days		Miles In Montana	Miles Per Day	Total Dura
	Number	%		Number	%			
1	108,992	14.09	5.9	652,443	21.43	478	81	21
2	293,144	37.90	3.8	1,130,212	37.12	470	123	21
3	114,773	14.84	3.4	395,926	13.00	475	140	1
4	133,617	17.28	2.9	393,147	12.91	507	175	1
5	68,735	8.89	3.9	271,981	8.93	447	115	1
6	35,331	4.57	3.7	132,634	4.36	502	13	1
7 or more	18,843	2.43	3.6	68,825	2.25	488	135	1
TOTAL	773,435	100.00	3.9	3,045,168	100.00	477	122	2

TABLE 4-2-OB

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

PARTY SIZE BY TYPE OF LODGING

	Type of Lodging Used - Percentage							
Party Size	Motel	Hotel	Tourist Rooms	Camping	Friends	Relatives	Trailer House	Other
1	50.40	11.60	0.80	5.00	4.80	8.20	0.40	18.60
2	55.08	3.73	0.66	10.45	4.46	11.76	2.26	11.60
3	50.00	3.17	0.19	11.75	4.11	14.55	2.41	13.82
4	54.81	1.92	0.80	15.07	2.73	11.86	1.60	11.21
5	43.61	3.43	0.67	19.00	3.43	14.51	2.49	10.86
6	43.03	1.21	____	17.58	3.64	18.18	7.27	9.09
7 or more	28.40	1.13	____	31.82	1.13	19.32	3.41	14.77
ALL PARTIES	51.39	4.24	0.58	12.27	3.93	12.57	2.24	12.78

TABLE 4-3-0B

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

PARTY SIZE BY ESTIMATED EXPENDITURES
PER PARTY AND PER PERSON

Party Size	Estimated Expenditures Per Day for Meals & Lodging		Estimated Total Expenditures for Mo		
			Total Visit		
	Per Party	Per Person	Per Party	Per Person	Per Party
1	$10.50	$10.50	$107.08	$107.08	$18.21
2	14.71	7.35	98.49	49.25	25.72
3	17.49	5.83	86.03	28.67	35.01
4	20.02	5.00	96.67	24.16	33.11
5	19.91	3.98	76.87	15.37	11.60
6	20.16	3.36	20.48	11.75	5.54
7 or more	17.48	2.16	110.47	14.70	30.80
ALL PARTIES	$16.21	$5.40	$93.96	$31.32	$14.09

TABLE 4-4-02

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

PARTY SIZE BY CAMPGROUND USE
AND VISIBLE CAMPING EQUIPMENT

Party Size	Use Campground - %			Visible Camping Equipment - %				
	Yes	No	Not Reported	House Trailer	Truck Camper	Camping Trailer	Camping Bags	None
1	13.00	84.80	2.20	----	2.00	0.40	0.20	77.4[illegible]
2	32.95	65.45	1.60	1.10	2.12	1.02	0.73	[illegible]
3	39.92	58.02	2.06	1.31	2.61	1.87	0.37	[illegible]
4	47.76	49.84	2.40	1.60	3.05	1.44	0.80	[illegible]
5	50.78	45.17	4.05	2.49	1.87	3.43	1.87	[illegible]
6	52.12	44.24	3.64	3.03	3.03	3.[illegible]	1.[illegible]	[illegible]
7 or more	65.91	30.68	3.41	4.54	2.2[illegible]	4.54	5.[illegible]	[illegible]
ALL PARTIES	36.99	60.68	2.33	1.36	2.35	1.55	0.84	[illegible]

TABLE 5-1-0B

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TRIP DURATION BY NIGHTS IN MONTANA, PROPORTION OF TRIP IN MONTANA, MILES IN MONTANA, PARTY SIZE AND ESTIMATED COST PER DAY FOR MEALS AND LODGING

Trip Duration - Days	Nights In Montana	% of Trip In Montana	Miles In Montana	Party Size	Estimate Per Day Meals & L
1	0.1	10.00	82	2.1	$4.57
2	1.3	65.00	184	2.5	13.65
3	1.9	63.33	256	2.6	15.01
4	2.1	52.50	396	2.8	13.96
5	2.6	52.00	302	2.6	12.59
6-10	2.8	35.00	436	2.9	14.10
11-15	3.4	26.15	520	3.2	16.92
16-20	3.4	18.88	509	3.3	16.90
21-30	3.5	13.72	546	3.2	17.50
31-40	4.2	11.83	520	3.3	18.33
41-50	7.7	16.92	622	2.8	14.19
Over 50	11.5	15.33	587	2.6	13.47
ALL	3.9	19.21	477	3.0	$16.21

TABLE 5-2-0B

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TRIP DURATION BY ESTIMATED EXPENDITURES IN MONTANA, NIGHTS OF VISITATION, EXPENDITURES PER PARTY-DAY, MILES PER DAY IN MONTANA AND EXPENDITURES PER MILE

Trip Duration - Days	Estimated Total Expenditures In Montana Per Trip	Nights In Montana	Expenditures Per Party-Day	Miles Per Days In Montana
1	$54.53	0.1	$54.53	82
2	39.42	1.3	30.32	142
3	55.00	1.9	28.95	135
4	56.85	2.1	27.07	189
5	67.91	2.6	26.11	110
6-10	83.12	2.8	29.69	156
11-15	105.77	3.4	31.10	155
16-20	89.24	3.4	26.24	150
21-30	76.82	3.5	21.94	156
31-40	108.32	4.2	25.79	125
41-50	162.17	7.7	21.06	81
Over 50	203.84	11.5	17.72	51
ALL	$93.96	3.9	$24.09	122

TABLE 7-1-OB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TRAVEL FROM STATE OF RESIDENCE BY TRIP PURPOSES

State of Residence and Rank	Vertical Percentages of Various Trip Purposes					
	Pleasure or Vacation	Business Only	Business & Pleasure	Visit Friends or Relatives	Moving	Other
1 Washington	9.58	3.05	0.64	0.50	0.72	0.54
2 California	11.63	0.66	0.55	0.66	0.17	0.12
3 Minnesota	5.09	0.69	0.19	0.14	0.33	0.09
4 North Dakota	2.33	2.66	0.25	0.47	0.19	0.11
5 Idaho	3.65	1.41	0.30	0.33	0.11	0.10
6 Alberta	4.13	0.39	0.39	0.22	0.08	0.10
7 Utah	3.27	0.66	0.17	0.14	0.08	0.00
8 Illinois	3.18	0.25	0.08	0.08	0.06	0.12
9 Oregon	2.38	0.36	0.17	0.03	0.08	0.14
10 Colorado	2.02	0.64	0.17	0.14	[illegible]	[illegible]
Subtotal	47.26	10.77	2.91	2.71	1.88	1.34
Other States	26.04	3.13	1.49	0.89	0.92	[illegible]
TOTAL	73.30	13.90	4.40	3.60	2.80	2.00

TABLE 8-1-OB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

PRINCIPAL OBJECTIVE OF ENTIRE TRIP BY STATE AND WITHIN STATE OF MONTANA

State of Principal Objective			Principal Objective in Montana	
State and Rank	Number of Parties	Percent of Total	Place in Montana	Number
1 Washington	69,996	9.05	1 Yellowstone Park	49,558
2 Alberta	57,389	7.42	2 Billings	32,672
3 California	38,749	5.01	3 Glacier Park	22,168
4 British Columbia	19,955	2.58	4 Great Falls	16,672
5 North Dakota	19,259	2.49	5 Missoula	13,161
6 Wyoming	18,872	2.44	6 Kalispell	11,420
7 Idaho	17,789	2.30	7 West Yellowstone	10,535
8 Minnesota	17,093	2.21	8 Bozeman	8,336
9 Oregon	15,391	1.99	9 Libby	7,237
10 Utah	9,823	1.27	10 Butte	7,023
Subtotal	284,316	36.76	Subtotal	178,782
Montana	305,349	39.48	Other Places	119,544
Other States	96,372	12.46	Not reported	7,023
Not reported	87,398	11.30		
TOTAL	773,435	100.00	TOTAL	305,349

TABLE 9-1-OB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TYPE OF COMMENTS BY TRIP PURPOSES

	Vertical Percentages of Various Trip Purposes					
Type of Comment	Pleasure or vacation	Business Only	Business & Pleasure	Visit Friends or relatives	Moving	Oth
FAVORABLE:						
Good Roads	6.04	5.59	6.92	14.62	9.81	7.
Good Accommodations	0.26	0.20	----	-----	0.98	1.
Enjoyed Scenery	3.74	1.00	3.14	5.38	2.94	1.
Enjoyed Fishing	0.34	----	1.26	-----	----	--
Enjoyed Trip	5.47	1.80	3.14	4.61	1.96	5.
Good Signing	0.11	----	1.26	0.77	----	--
Approve of White Crosses	0.15	----	----	-----	----	--
Good Hospitality	1.06	1.80	0.63	-----	----	--
Other Remarks	5.13	2.99	6.92	3.85	3.92	1.
Subtotal	22.30	13.38	23.27	29.23	19.61	17.
UNFAVORABLE:						
Poor Roads	2.45	4.39	3.14	0.77	0.98	2.
Poor Accommodations	0.08	----	0.63	----	----	--
Accommodations to high	----	0.20	0.63	----	----	--
Gasoline to high	0.34	0.40	----	----	1.96	--
Need more roadside camps	1.66	0.40	0.63	----	0.98	--
Need better signing	1.70	----	1.89	----	0.98	--
Need better detours	0.23	----	----	0.77	----	--
Poor hospitality	0.04	----	----	----	----	--
Other remarks	1.96	0.40	1.26	----	7.84	--
Subtotal	8.46	5.79	8.18	1.54	12.74	2.
No comment	69.24	80.83	68.55	68.23	67.65	80.
TOTAL	100.00	100.00	100.00	100.00	100.00	100.

Table 19 - 1 - 08

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - OUTBOUND MOTORISTS

TRAVELERS STATE OF RESIDENCE BY DURATION OF VISIT, EXPENDITURES, AND OTHER RELATED ITEMS 1/

State of Residence	Visiting Parties	Persons Per Party	Visiting Persons	Nights Stay Per Party	Nights Stay Total	Estimated Expenditures in Montana Per Party	Per Party-Day	Per Person-Day
Alabama	1,647	4.94	8,132	1.66	2,732	[illegible]	$[illegible].45	$9.71
Arizona	8,234	3.09	25,481	15.99	131,662	19[illegible].70	12.30	3.98
Arkansas	1,098	2.47	2,711	1.49	1,639	45.10	30.27	12.2[illegible]
California	111,432	3.04	338,293	5.48	610,782	14[illegible].19	[illegible].68	8.78
Colorado	28,544	3.11	88,911	[illegible]	139,857	90.74	19.9[illegible]	6.21
Connecticut	2,745	4.15	11,385	2.39	6,556	60.[illegible]	25.49	6.1[illegible]
Delaware	1,098	3.46	3,795	1.00	1,093	26.00	26.00	7.[illegible]
District of Columbia	549	3.95	2,169	-0- 2/	-0-	41.39	41.39	10.48
Florida	3,293	3.13	10,301	3.32	10,926	217.61	65.55	20.9[illegible]
Georgia	549	1.97	1,084	2.99	1,639	[illegible].33	1[illegible].49	6.85
Idaho	39,522	2.47	97,585	1.[illegible]	77,577	58.86	30.03	12.16
Illinois	34,033	2.85	97,043	4.40	149,691	111.05	25.24	8.86
Indiana	8,234	3.09	25,481	4.38	36,057	50.87	11.62	3.76
Iowa	14,272	3.15	44,998	3.75	53,539	70.62	18.83	5.98
Kansas	8,783	2.84	24,938	8.02	70,4[illegible]	137.57	17.15	[illegible].04
Kentucky	1,098	4.44	4,879	1.99	2,185	53.0[illegible]	26.66	6.00
Louisiana	1,647	4.28	7,048	2.32	3,824	77.82	33.54	7.84
Maine	549	1.97	1,084	.99 1/	546	53.06	53.60	27.21
Maryland	1,647	2.96	4,879	2.32	3,824	40.68	17.53	5.92
Massachusetts	2,745	2.37	6,506	1.59	4,371	78.10	49.12	20.73
Michigan	17,017	3.09	52,587	4.72	80,308	9[illegible].82	20.51	6.64
Minnesota	58,735	2.98	175,110	4.84	284,085	123.07	25.43	8.53
Mississippi	1,098	3.95	4,337	1.00	1,093	34.49	34.49	8.73
Missouri	7,136	3.04	21,686	2.68	19,121	71.03	26.50	8.72
Nebraska	8,234	3.03	24,938	3.91	32,233	1[illegible].72	26.[illegible]	8.84
Nevada	5,489	2.77	15,180	4.58	25,131	238.49	[illegible]	16.80
New Jersey	6,038	3.41	20,601	2.35	14,204	60.30	24.66	7.52
New Mexico	1,098	3.46	3,795	2.99	3,278	94.51	31.94	9.23
New York	10,978	3.06	33,613	2.99	32,779	86.87	27.05	[illegible]
North Carolina	3,293	3.79	12,469	2.32	7,628	48.30	[illegible]	[illegible]
North Dakota	43,914	2.40	105,175	2.41	105,[illegible]	53.24	22.[illegible]	[illegible]
Ohio	16,468	2.90	47,708	5.08	83,586	216.40	42.6[illegible]	14.69
Oklahoma	5,489	3.75	20,601	2.39	13,112	112.29	46.[illegible]	12.53
Oregon	24,153	2.78	67,225	4.14	99,976	60.71	14.[illegible]	[illegible]
Pennsylvania	11,527	2.82	32,528	1.90	21,853	70.76	37.2[illegible]	13.[illegible]
South Carolina	549	1.97	1,084	20.90	11,473	212.24	10.16	[illegible]
South Dakota	20,310	2.83	57,466	3.85	78,123	89.87	23.[illegible]	8.25
Tennessee	3,293	2.63	8,674	5.37	19,667	249.28	46.4[illegible]	1[illegible]
Texas	13,723	2.88	39,576	2.35	32,233	88.[illegible]	[illegible].63	1[illegible].07
Utah	25,799	3.15	81,321	3.98	102,[illegible]	109.21	28.43	[illegible]
Vermont	1,098	2.47	2,711	3.98	4,371	54.65	13.71	[illegible]
Virginia	2,745	3.75	10,301	1.39	3,824	34.59	24.88	6.63
Washington	122,410	2.89	353,473	2.91	356,198	80.10	27.53	9.53
West Virginia	549	1.97	1,084	.99 1/	546	33.[illegible]	34.30	17.[illegible]
Wisconsin	18,114	3.62	65,595	8.81	159,524	142.[illegible]	16.[illegible]	[illegible]
Wyoming	14,272	2.32	33,070	1.72	24,584	78.74	45.78	19.73
Alaska	2,196	3.95	8,674	1.24	2,732	60.22	48.56	12.29
Hawaii	549	4.94	2,711	1.99	1,093	74.28	37.33	7.56
Subtotal	717,993	2.94	2,109,9[illegible]	4.06	2,920,[illegible]	13[illegible].63	[illegible].15	8.[illegible]
Canada	53,795	3.27	175,652	2.06	110,[illegible]	[illegible].21	[illegible].21	8.06
Other	1,647	3.95	6,506	2.3[illegible]	3,824	[illegible].24	[illegible].11	[illegible]
TOTAL	773,435	3.00	2,292,154	3.90	3,04[illegible],168	[illegible].16	[illegible].16	8.50

1/ Based on secondary sample of the primary sample (1409 interviews of 3612 total interviews). Secondary sample excluded [illegible] interview failing to rep[illegible] and/or nights stayed and/or party size.

2/ Only one interview incorporated from District of Columbia, [illegible] overnight.

3/ Less than 1.00 due to travelers who did not stay overnight in Montana.

STATE OF INDIANA
TOURIST [illegible]
[illegible] - [illegible]

[illegible]

TRAVELERS FROM STATE OF RESIDENCE TO MOST DISTANT STATE OF TRIP

STATE OF RESIDENCE	MOST DISTANT STATE OF TRIP	ALABAMA	ARIZONA	ARKANSAS	CONNECTICUT	FLORIDA	GA.	ILLINOIS	INDIANA	IOWA	KANSAS	KENTUCKY	LOUISIANA	MICHIGAN	MINNESOTA	MISSOURI	NEBRASKA	NEVADA	NEW JERSEY	NEW MEXICO	NEW YORK	NORTH CAROLINA	[illegible]	OHIO	OKLAHOMA	PENNSYLVANIA	RHODE ISLAND	TENNESSEE	TEXAS	VIRGINIA	WASHINGTON	WEST VIRGINIA	WISCONSIN	WYOMING	ALASKA	[illegible]	CANADA
ALABAMA			[illegible]				[illegible]								[illegible]		[illegible]									[illegible]												
CALIFORNIA					[illegible]		[illegible]	[illegible]	[illegible]	[illegible]		[illegible]		[illegible]	[illegible]			[illegible]			[illegible]			[illegible]		[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]			
[illegible]							[illegible]	[illegible]							[illegible]			[illegible]						[illegible]					[illegible]			[illegible]					
CONNECTICUT		[illegible]													[illegible]																				[illegible]			
FLORIDA															[illegible]																							
GA.		[illegible]			[illegible]		[illegible]	[illegible]		[illegible]	[illegible]				[illegible]	[illegible]								[illegible]	[illegible]												
ILLINOIS		[illegible]	[illegible]	[illegible]		[illegible]									[illegible]																						
INDIANA		[illegible]						[illegible]																														
IOWA		[illegible]				[illegible]									[illegible]			[illegible]				[illegible]															
KANSAS		[illegible]	[illegible]						[illegible]																													
KENTUCKY		[illegible]				[illegible]									[illegible]																							
LOUISIANA		[illegible]													[illegible]																							
MICHIGAN		[illegible]				[illegible]									[illegible]																							
MINNESOTA		[illegible]				[illegible]								[illegible]																								
MISSOURI		[illegible]				[illegible]									[illegible]																							
NEBRASKA		[illegible]				[illegible]									[illegible]																							
NEVADA														[illegible]	[illegible]																							
NEW JERSEY			[illegible]	[illegible]											[illegible]																							
NEW MEXICO															[illegible]																							
NEW YORK		[illegible]		[illegible]		[illegible]									[illegible]																							
NORTH CAROLINA															[illegible]																							
OHIO		[illegible]				[illegible]									[illegible]																							
OKLAHOMA															[illegible]																							
PENNSYLVANIA		[illegible]	[illegible]	[illegible]		[illegible]		[illegible]		[illegible]		[illegible]	[illegible]	[illegible]	[illegible]			[illegible]			[illegible]	[illegible]																
RHODE ISLAND															[illegible]																							
TENNESSEE		[illegible]													[illegible]																							
TEXAS															[illegible]																							
UTAH		[illegible]													[illegible]																							
VIRGINIA		[illegible]													[illegible]																							
WASHINGTON			[illegible]	[illegible]		[illegible]	[illegible]	[illegible]					[illegible]	[illegible]	[illegible]		[illegible]			[illegible]	[illegible]	[illegible]																
WEST VIRGINIA			[illegible]	[illegible]											[illegible]																							
WISCONSIN			[illegible]												[illegible]																							
WYOMING															[illegible]																							
ALASKA						[illegible]	[illegible]							[illegible]	[illegible]																							
OTHER STATES U.S.			[illegible]												[illegible]																							
[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
CANADA		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]																																						
[illegible]																																						
TOTAL STATES & CANADA		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[illegible]

[illegible]

STATE OF [illegible]

TOURIST [illegible] OF [illegible]

[illegible]

PERSONAL EXPENDITURES

TRAVELING FROM STATE OF RESIDENCE TO STATE OF PRINCIPAL DESTINATION

STATE OF RESIDENCE	STATE OF PRINCIPAL DESTINATION: ALABAMA	CALIFORNIA	COLORADO	CONNECTICUT	FLORIDA	GEORGIA	ILLINOIS	INDIANA	IOWA	KANSAS	MARYLAND	MASSACHUSETTS	MICHIGAN	MINNESOTA	MISSOURI	MONTANA	NEBRASKA	NEVADA	NEW HAMPSHIRE	NEW JERSEY	NEW MEXICO	NEW YORK	NORTH CAROLINA	NORTH DAKOTA	OHIO	OKLAHOMA	OREGON	PENNSYLVANIA	RHODE ISLAND	SOUTH CAROLINA	SOUTH DAKOTA	TENNESSEE	TEXAS	UTAH	VERMONT	VIRGINIA	WASHINGTON	WEST VIRGINIA	WISCONSIN	WYOMING	ALASKA	OTHER TERRITORY	ALL OTHER STATES	[illegible]
ALABAMA		[illegible]				[illegible]										[illegible]							[illegible]				[illegible]										[illegible]							[illegible]	[illegible]
CALIFORNIA	[illegible]		[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]				[illegible]	[illegible]		[illegible]		[illegible]	[illegible]	[illegible]	[illegible]						[illegible]	[illegible]	[illegible]	[illegible]	[illegible]			[illegible]	[illegible]
COLORADO						[illegible]	[illegible]									[illegible]							[illegible]														[illegible]							[illegible]	[illegible]
CONNECTICUT		[illegible]																																											[illegible]
FLORIDA		[illegible]														[illegible]							[illegible]			[illegible]																		[illegible]	[illegible]
IDAHO	[illegible]		[illegible]			[illegible]	[illegible]		[illegible]	[illegible]			[illegible]	[illegible]	[illegible]	[illegible]	[illegible]						[illegible]	[illegible]			[illegible]	[illegible]									[illegible]	[illegible]				[illegible]		[illegible]	[illegible]
ILLINOIS		[illegible]	[illegible]			[illegible]	[illegible]								[illegible]	[illegible]	[illegible]																				[illegible]					[illegible]	[illegible]	[illegible]
INDIANA		[illegible]						[illegible]								[illegible]											[illegible]														[illegible]		[illegible]	[illegible]
IOWA		[illegible]				[illegible]			[illegible]							[illegible]		[illegible]					[illegible]				[illegible]														[illegible]		[illegible]	[illegible]
KANSAS		[illegible]				[illegible]		[illegible]								[illegible]																												[illegible]	[illegible]
MARYLAND		[illegible]				[illegible]										[illegible]																												[illegible]	[illegible]
MASSACHUSETTS												[illegible]				[illegible]											[illegible]																[illegible]	[illegible]
MICHIGAN		[illegible]				[illegible]							[illegible]			[illegible]							[illegible]				[illegible]																[illegible]	[illegible]
MINNESOTA		[illegible]														[illegible]							[illegible]																					[illegible]	[illegible]
MISSOURI		[illegible]				[illegible]										[illegible]																												[illegible]	[illegible]
NEBRASKA		[illegible]				[illegible]										[illegible]																												[illegible]	[illegible]
NEVADA														[illegible]		[illegible]																												[illegible]	[illegible]
NEW JERSEY		[illegible]														[illegible]																												[illegible]	[illegible]
NEW MEXICO																[illegible]				[illegible]																								[illegible]	[illegible]
NEW YORK	[illegible]	[illegible]			[illegible]	[illegible]										[illegible]																												[illegible]	[illegible]
NORTH CAROLINA	[illegible]	[illegible]				[illegible]										[illegible]					[illegible]																							[illegible]	[illegible]
NORTH DAKOTA		[illegible]														[illegible]																												[illegible]	[illegible]
OHIO	[illegible]	[illegible]				[illegible]										[illegible]																												[illegible]	[illegible]
OKLAHOMA																[illegible]		[illegible]																										[illegible]	[illegible]
OREGON	[illegible]					[illegible]						[illegible]				[illegible]							[illegible]																					[illegible]	[illegible]
PENNSYLVANIA		[illegible]														[illegible]																												[illegible]	[illegible]
SOUTH CAROLINA		[illegible]														[illegible]							[illegible]																					[illegible]	[illegible]
TENNESSEE		[illegible]														[illegible]							[illegible]																					[illegible]	[illegible]
UTAH	[illegible]					[illegible]										[illegible]																												[illegible]	[illegible]
VIRGINIA		[illegible]				[illegible]																																						[illegible]	[illegible]
WASHINGTON	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]																																			[illegible]	[illegible]
WISCONSIN		[illegible]				[illegible]										[illegible]							[illegible]																					[illegible]	[illegible]
WYOMING		[illegible]				[illegible]										[illegible]							[illegible]																					[illegible]	[illegible]
ALASKA		[illegible]			[illegible]							[illegible]		[illegible]	[illegible]	[illegible]											[illegible]																	[illegible]	[illegible]
OTHER STATES [a]		[illegible]				[illegible]										[illegible]																												[illegible]	[illegible]
ALL OTHER U.S. [b]	[illegible]					[illegible]																																						[illegible]	[illegible]
CANADA	[illegible]															[illegible]																												[illegible]	[illegible]
OTHER FOREIGN																[illegible]																												[illegible]	[illegible]
[illegible]																																													
TOTAL ALL STATE [illegible]	[illegible]																																												

[a] [illegible]

[b] [illegible]

TABLE 2-1-IB

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - INBOUND MOTORISTS

TRIP PURPOSE BY NUMBER OF PARTIES, TOTAL PERSONS AND PERSONS PER PARTY

TRIP PURPOSE	Parties		Persons		Pe Pe
	Number	%	Number	%	
Pleasure or vacation	502,611	64.98	1,548,092	71.88	
Business only	140,902	18.22	239,716	11.13	
Business and Pleasure	33,548	4.34	95,766	4.45	
Visiting friends and relatives	43,917	5.68	128,093	5.95	
Moving	25,009	3.23	75,027	3.48	
Other personal affairs	16,469	2.13	41,479	1.93	
Other	10,979	1.42	25,611	1.18	
ALL PURPOSES	773,435	100.00	2,153,784	100.00	

TABLE 2-2-IB

TOURIST SURVEY OF 1963-1964

ROADSIDE PHASE - INBOUND MOTORISTS

TRIP PURPOSE BY NUMBER OF PARTIES, TOTAL DAYS OF STAY, DAYS PER PARTY, MILES OF TRAVEL AND TRAVEL PER PARTY IN MONTANA

TRIP PURPOSE	Parties		Days of Stay		Days Per Party	Miles of Travel	
	Number	%	Number	%		Number	%
Pleasure or vacation	502,611	64.98	1,346,796	66.16	2.7	287,493,492	66.74
Business only	140,902	18.22	342,871	16.84	2.4	70,169,196	16.29
Business and pleasure	33,548	4.34	68,985	3.39	2.1	21,638,460	5.02
Visiting friends or relatives	43,917	5.68	173,758	8.54	4.0	23,319,927	5.41
Moving	25,009	3.23	32,684	1.60	1.3	14,855,346	3.45
Other personal affairs	16,469	2.13	27,037	1.33	1.6	6,274,689	1.46
Other	10,979	1.42	43,602	2.14	4.0	7,015,581	1.63
ALL PURPOSES	773,435	100.00	2,035,733	100.00	2.6	430,766,691	100.00

TABLE 2-3-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

TRIP PURPOSE BY TYPE OF LODGING
USED ON FIRST NIGHT IN MONTANA

	Type of Lodging Used - Percent						
TRIP PURPOSE	Motel	Hotel	Tourist Rooms	Camping	Friends or Relatives	Other	None
Pleasure or vacation	33.28	1.58	0.47	6.31	4.89	8.36	10.09
Business only	7.73	2.29	----	0.08	0.39	0.95	6.78
Business and pleasure	2.52	0.16	----	0.32	0.24	0.15	0.95
Visiting friends or relatives	1.81	0.06	----	0.16	2.29	0.26	1.10
Moving	2.13	----	----	0.24	0.39	0.15	0.32
Other personal affairs	0.63	----	----	----	0.16	0.16	1.18
Other	0.56	0.17	----	0.15	0.24	0.14	0.16
ALL PURPOSES	48.66	4.26	0.47	7.26	8.60	10.17	20.58

TABLE 2-4-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

TRIP PURPOSE BY TYPE OF LODGING
USED ON SECOND NIGHT IN MONTANA

	Type of Lodging Used - Percent						
TRIP PURPOSE	Motel	Hotel	Tourist Rooms	Camping	Friends or Relatives	Other	None
Pleasure or vacation	14.35	1.10	0.39	4.02	4.81	5.29	35.02
Business only	4.97	1.73	----	----	0.47	0.48	10.57
Business and pleasure	0.79	0.08	----	0.08	0.39	0.16	2.84
Visiting friends or relatives	0.63	0.08	----	0.24	1.74	0.07	2.92
Moving	0.63	----	----	0.08	0.16	0.16	2.20
Other personal affairs	0.40	0.08	----	----	0.16	0.15	1.34
Other	0.08	0.08	----	0.08	0.16	0.15	0.87
ALL PURPOSES	21.85	3.15	0.39	4.50	7.89	6.46	55.76

TABLE 2-5-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

TRIP PURPOSE BY TYPE OF LODGING USED
ON FIRST AND SECOND NIGHTS IN MONTANA

	Type of Lodging Used - Percent						
TRIP PURPOSE	Motel	Hotel	Tourist Rooms	Camping	Friends or Relatives	Other	None
Pleasure or vacation	23.82	1.34	0.43	5.17	4.85	6.82	22.55
Business only	6.35	2.01	----	0.04	0.43	0.71	8.68
Business and pleasure	1.66	0.12	----	0.20	0.32	0.16	1.88
Visiting friends or relatives	1.22	0.08	----	0.20	2.01	0.16	2.01
Moving	1.38	----	----	0.16	0.28	0.16	1.25
Other personal affairs	0.51	0.04	----	----	0.16	0.16	1.26
Other	0.31	0.12	----	0.11	0.19	0.15	0.54
ALL PURPOSES	35.25	3.71	0.43	5.88	8.24	8.32	38.17

TABLE 2-6-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

TRIP PURPOSE BY PARTY DAYS, ESTIMATED EXPENDITURES PER DAY AND ESTIMATED TOTAL EXPENDITURES

TRIP PURPOSE	Party Days	Reported Expenditures Per Day for All Items			Total Co Expendit
		First Day	Second Day	Average 1/	
		$	$	$	$
Pleasure or vacation	1,346,796	26.96	23.87	25.72	34,639
Business only	342,871	22.38	24.96	23.39	8,019
Business and pleasure	68,985	27.57	25.21	26.72	1,843
Visiting friends or relatives	173,758	21.39	26.26	23.39	4,064
Moving	32,684	29.81	18.91	25.74	841
Other personal affairs	27,037	19.37	18.20	18.96	512
Other	43,602	30.25	28.71	29.78	1,298
ALL PURPOSES	2,035,733	$25.95	$23.95	$25.16	$51,219

1/ Weighted average of all parties reporting expenditures.

TABLE 2-7-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

TRIP PURPOSE BY ESTIMATED EXPENDITURES
AND REPORTED EXPENDITURES

TRIP PURPOSE	Average Daily Expenditures Estimated $	Reported $
Pleasure or vacation	26.02	25.72
Business only	19.66	23.39
Business and pleasure	27.55	26.72
Visiting friends or relatives	20.35	23.39
Moving	27.23	25.74
Other personal affairs	18.88	18.[illegible]
Other	25.27	29.78
ALL PURPOSES	$24.30	$25.16

TABLE 2-8-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

TRIP PURPOSE AND DURATION OF VISIT BY SEASON

TRIP PURPOSE	Seasonal Percentage			
	Winter-Spring Dec. to May	Summer June to August	Fall Sept. to Nov.	Year
Pleasure or vacation	35.04	78.47	50.88	64.98
Business only	40.65	9.08	26.15	18.22
Business and pleasure	7.94	3.63	3.53	4.34
Visiting friends or relatives	6.07	5.06	7.07	5.68
Moving	3.74	1.82	6.71	3.23
Other personal affairs	5.61	0.91	2.83	2.13
Other	0.95	1.03	2.83	1.42
ALL PURPOSES	100.00	100.00	100.00	100.00
AVERAGE STAY -- DAYS	2.14	2.75	2.73	2.64

TABLE 2-9-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

TRIP PURPOSE BY OCCUPATION

TRIP PURPOSE	Type of Occupation - Percent						
	Professional	Managers	Farmers	Clerical & Sales	Skilled	Semi-Sk & Labor	Retired
Pleasure or vacation	18.06	4.50	5.68	8.12	8.83	6.23	7.81
Business only	4.10	1.34	1.58	6.86	1.02	1.03	0.87
Business and pleasure	1.18	0.39	0.47	0.87	0.24	0.08	0.16
Visiting friends or relatives	1.03	----	0.71	0.32	1.03	0.32	0.63
Moving	0.79	0.08	0.16	0.16	0.32	0.24	----
Other personal affairs	0.08	0.16	0.55	0.16	0.39	----	0.16
Other	0.47	0.08	0.08	0.07	0.24	0.22	0.07
ALL PURPOSES	25.71	6.55	9.23	16.56	12.07	8.12	9.70

TABLE 3-1-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

TYPE OF LODGING USED BY SEASON

TYPE OF LODGING	Seasonal Distribution - Percentage		
	Dec. to May	June to August	Sept. to Nov.
Motel	31.54	34.18	40.99
Hotel	6.07	2.73	4.59
Tourist Rooms	----	0.71	----
Camping	0.47	8.95	1.54
Friends and relatives	6.54	8.95	7.60
Truck camper	----	1.95	0.88
House trailer	1.17	4.99	1.57
Other	4.44	2.79	4.06
Not reported	49.77	34.75	38.70
ALL TYPES	100.00	100.00	100.00

TABLE 4-1-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

PARTY SIZE BY EXPENDITURES PER DAY FOR MAJOR CATEGORIES

Party Size	Reported Expenditure Per Day For: Lodging Party $	Lodging Person $	Meals Party $	Meals Person $	Food Party $	Food Person $	Auto Party $	Auto Person $	Recreation Party $	Recreation Person $	Other Party $	Other Person $
1	4.64	4.64	4.69	4.69	0.29	0.29	7.50	7.50	1.59	1.59	1.61	1.61
2	5.23	2.62	5.60	2.80	1.23	0.62	7.86	3.93	1.46	0.73	2.90	1.45
3	5.79	1.93	5.88	1.96	1.62	0.54	8.72	2.91	1.74	0.58	2.21	0.74
4	6.83	1.70	6.17	1.54	2.25	0.56	7.49	1.87	1.51	0.38	3.20	0.80
5	6.54	1.30	5.90	1.18	2.48	0.50	8.11	1.62	2.03	0.41	4.47	0.89
6	4.29	0.71	5.51	0.92	3.07	0.51	8.52	1.42	1.36	0.23	2.34	0.39
7 or more	5.65	0.60	4.44	0.55	3.33	0.42	8.25	1.01	1.44	0.18	7.46	[illegible]
ALL PARTIES	$5.48	$1.96	$5.64	$2.01	$1.53	$0.55	$7.95	$2.84	$1.64	$0.59	$2.92	$1.03

TABLE 4-2-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

PARTY SIZE BY NUMBER OF PARTIES, ESTIMATED DAILY EXPENDITURES AND REPORTED DAILY EXPENDITURES PER PARTY

Party Size	Parties No.	Parties %	Estimated Daily Expenditures $	Reported Daily Expenditures $	% Variation Estimated/Rep
1	131,752	17.03	17.45	20.32	-14.13
2	300,713	38.88	23.08	24.28	-4.95
3	104,304	13.49	24.41	25.96	-5.97
4	116,503	15.06	31.68	27.45	+15.40
5	71,366	9.23	30.37	29.53	+2.84
6	31,718	4.10	26.22	25.09	+4.50
7 or more	17,079	2.21	27.00	30.83	-12.43
TOTAL	773,435	100.00	$24.30	$25.16	-3.42

TABLE 4-3-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

PARTY SIZE BY TRIP PURPOSE

	Trip Purpose - Percentage Distribution						
Party Size	Pleasure or Vacation	Business Only	Business & Pleasure	Visit Friends or Relatives	Other Personal Affairs	Moving	Oth
1	20.83	62.04	4.63	4.17	3.24	2.78	2.
2	72.82	12.78	3.65	5.48	1.22	2.84	1.
3	71.34	8.78	5.26	5.85	2.35	4.68	1.
4	76.96	5.24	5.76	3.66	4.19	2.09	2.
5	78.63	5.13	3.42	6.84	0.85	5.13	--
6	75.00	5.77	1.92	13.46	----	3.85	--
7 or more	71.42	-----	7.14	14.28	3.58	3.58	--
TOTAL	64.98	18.22	4.34	5.68	2.13	3.23	1.

TABLE 4-4-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

PARTY SIZE BY TYPE OF LODGING USED
ON FIRST AND SECOND NIGHTS IN MONTANA

	Type of Lodging Used - Percentage								
Party Size	Motel	Hotel	Tourist Rooms	Camping	Friends & Relatives	Truck Camper	House Trailer	Other	Not Report
1	33.86	8.52	----	2.02	8.30	----	0.22	2.91	44.11
2	38.95	3.85	0.71	4.46	7.40	1.42	3.55	3.75	35.91
3	31.29	0.57	0.58	6.73	9.36	2.05	6.73	2.05	40.6
4	37.96	2.62	----	7.59	6.81	1.83	3.14	4.19	35.8
5	32.48	1.71	0.85	9.40	9.83	1.28	4.27	2.99	37.1
6	20.19	1.92	----	13.46	12.50	2.88	9.62	4.81	34.0
7 or more	23.81	----	----	19.05	11.91	2.38	----	----	42.8
ALL PARTIES	35.25	3.71	0.43	5.88	8.24	1.38	3.59	3.35	38.1

TABLE 5-1-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

LENGTH OF VISIT IN STATE BY TOTAL TRAVEL IN STATE AND MILES TRAVELED PER DAY

Days in State	Average Stay-Days	Average Travel in State-Miles	Miles Traveled Per Day
0.1 to 0.9	0.509	291	571
1.0 to 1.9	1.322	499	377
2.0 to 2.9	2.358	628	266
3.0 to 3.9	3.378	708	210
4.0 to 4.9	4.397	802	182
5.0 to 9.9	6.688	988	147
10.0 to 14.9	12.348	1216	98
15.0 to 64.2	26.650	1161	44
Not reported	----	570	---
ALL VISITS	2.635	557	212

TABLE 6-1-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

OCCUPATION BY NUMBER OF PARTIES, PARTY SIZE, TOTAL PERSONS AND TOTAL TRIP DURATION

Occupation	Parties		Persons Per Party	Total Persons		Total Trip Duration
	Number	%		Number	%	
Professional	198,849	25.71	3.2	622,047	28.88	26.9
Managers	50,627	6.55	2.7	133,627	6.20	20.3
Farmers	71,366	9.23	3.4	237,203	11.01	20.9
Clerical	128,093	16.56	2.3	288,007	13.37	28.5
Craftsmen	93,325	12.07	2.9	264,574	12.28	22.1
Unskilled	62,826	8.12	3.2	196,535	9.13	24.1
Armed Forces	28,668	3.71	3.0	84,075	3.90	15.8
Retired	75,026	9.70	2.4	176,024	8.17	26.1
Others	64,655	8.35	2.4	151,692	7.05	23.4
TOTAL	773,435	100.00	2.8	2,153,784	100.00	23.4

TABLE 6-2-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

OCCUPATION BY REPORTED DAILY EXPENDITURES AND MILES TRAVELED IN MONTANA

Occupation	Parties Number	Parties %	Expenditure Per Day $	Miles in Montana
Professional	198,849	25.71	24.81	538
Managers	50,627	6.55	27.16	528
Farmers	71,366	9.23	28.36	509
Clerical	128,093	16.56	25.10	611
Craftsmen	93,325	12.07	23.96	535
Unskilled	62,826	8.12	24.47	582
Armed Forces	28,668	3.71	27.25	746
Retired	75,026	9.70	21.62	501
Other	64,655	8.35	21.18	385
TOTAL	773,435	100.00	$25.16	557

TABLE 6-3-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

OCCUPATION BY ESTIMATED DAILY EXPENDITURES
AND REPORTED DAILY EXPENDITURES PER PARTY

Occupation	Estimated Daily Expenditure $	Reported Daily Expenditure $	Percent V Estimated
Professional	25.14	24.81	+1.
Managers	24.10	27.16	-11.
Farmers	22.64	28.38	-20.
Clerical	27.07	25.10	+7.
Craftsmen	22.85	23.96	-4.
Unskilled	24.72	24.47	+1.
Armed Forces	27.34	27.25	+0.
Retired	23.17	21.62	+7.
Other	19.48	21.18	-8.
TOTALS	$24.30	$25.16	-3.

TABLE 6-4-IB

TOURIST SURVEY OF 1963 - 1964

ROADSIDE PHASE - INBOUND MOTORISTS

OCCUPATION BY TRIP PURPOSE

	Trip Purpose - Percentage Distribution						
Occupation	Pleasure or Vacation	Business Only	Business & Pleasure	Visit Friends or Relatives	Other Personal Affairs	Moving	Other
Professional	70.24	15.95	4.60	3.99	0.31	3.07	1.84
Managers	68.68	20.48	6.02	----	2.40	1.21	1.21
Farmers	61.54	17.09	5.13	7.69	5.98	1.71	0.86
Clerical	49.05	41.43	5.24	1.90	0.95	0.95	0.48
Craftsmen	73.20	8.50	1.96	8.50	3.27	2.61	1.96
Unskilled	76.70	12.62	0.98	3.88	----	2.91	2.91
Armed Forces	36.17	8.51	8.51	8.51	----	36.17	2.13
Retired	80.49	8.94	1.63	6.50	1.63	----	0.81
Other	52.83	13.21	7.55	16.04	7.55	1.89	0.94
TOTALS	64.98	18.22	4.34	5.68	2.13	3.23	1.42